



ADVERTISING RATES 2022/23

Issue Colour Glossy	1 Issue Rate	3 Issue Rate per insertion	6 Issue Rate per insertion	9+ Issue Rate per insertion
Full Page	1050	1000	950	900
1/2 Page	525	500	475	450
1/4 page	265	250	235	225
Issue Colour	1 Issue Rate	3 Issue Rate per insertion	6 Issue Rate per insertion	9+ Issue Rate per insertion
Full Page	890	840	790	740
1/2 Page	445	420	395	370
1/3 Page	295	280	265	245
1/4 page	220	210	200	185
3/16 page [Square]	170	160	150	140
Issue Black & White	1 Issue Rate	3 Issue Rate per insertion	6 Issue Rate per insertion	9+ Issue Rate per insertion
Full Page	580	550	525	500
1/2 Page	290	275	260	250
1/3 Page	195	185	175	170
1/4 Page	145	140	130	125
3/16 Page [Square]	110	105	100	95
1/8 Page [Business Card]	75	70	70	65
Classified	\$30 for 25 words (50¢ per extra word) per insertion			

- All rates are inclusive; we do not charge HST.
- Additional charge for ad design by our in-house Graphic Designer (no charge for initial consultation). Contact for a quote.
- Preferred placement: 20% of advertisement price for colour ads only, if available.

22/23 DEADLINES

Issue	Ad Booking	Ad due	Street Date
September	July 29	August 5	August 19
October	August 26	September 2	September 16
November	September 30	October 7	October 21
December	October 28	November 4	November 18
January	November 25	December 2	December 16
February	December 30	January 6	January 20
March	January 27	February 3	February 17
April	February 24	March 3	March 17
May	March 31	April 6*	April 21
June	April 28	May 5	May 19
July	May 26	June 2	June 16
August	June 30	July 7	July 21

Ad Sizes	W" x H"
Full Page	7.125 x 9.325
1/2 horizontal	7.125 x 4.50
1/2 vertical	3.375 x 9.325
1/3 horizontal	7.125 x 3.00
1/4 vertical	3.375 x 4.50
1/4 horizontal	7.125 x 2.125
3/16 square	3.375 x 3.375
1/8 horizontal	3.375 x 2.125

Send artwork, logos, and other information to Vista@seniorskingston.ca

*Adjusted for holidays

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